WHAT IS CLAIMED IS:

- 1. A method of bonding a cable harness adhesively to a substrate, which comprises a) enveloping individual cables with a textile tape provided optionally on one side with a self-adhesive coating, thus forming a cable harness, and b) fixing the cable harness to the substrate by means of one or more double-sided adhesive tape sections.
- 2. The method of claim 1, which is performed on an apparatus comprising
 - a) a baseplate;

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- b) a handle fitted to the baseplate;
 - c) a receiver mounted rotatably on the baseplate and intended for a roll of backing material web;
 - d) a pressure roller which is mounted rotatably on the baseplate and which during a dispensing operation brings the backing material web with the one or more doublesided adhesive tape sections into contact with the substrate and is guided in such a way that the one or more double-sided adhesive tape sections are dispensed onto the substrate from the backing material web during the dispensing operation;
 - e) a drive roller which is mounted rotatably on the baseplate and via which the backing material web with the one or more adhesive tape sections is guided in such a way that the drive roller rotates synchronously with respect to a speed obtained by the backing material web;
 - f) a receiver roller which is mounted rotatably on the baseplate and which receives the backing material web after the one or more double-sided adhesive tape sections have been dispensed, and which optionally is set in rotation via a belt by a movement of the drive roller.
 - 3. The method of claim 2, wherein the drive roller is disposed between the receiver for the roll of backing material web and the pressure roller and/or a guide roller is disposed between the receiver for the roll of backing material web and the drive roller.
 - 4. The method of claim 2, wherein an axle is fixed on the handle and comprises an adjustable positioning aid in the form

of a rotatably mounted shaft which can be fixed by screwing, via which the backing material web is guided from the receiver for the roll of backing material web in the direction of the drive roller.

5 5. The method of claim 2, wherein

one side of the pressure roller is fixed on the baseplate and another side carries a counterplate, the counterplate and the baseplate being of prolonged design in the direction of the handle in the case of an apparatus which is pushed during the dispensing operation.

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6. The method of claim 2, wherein

the apparatus is guided by a robot, so that the one or more double-sided adhesive tape sections are applied to the cable harness at precisely predetermined locations.

15 7. The method of claim 1, wherein

the textile tape is guided in a spiral movement around the individual cables, there having been applied optionally at least to one side of the tape an adhesive in a longitudinal direction in the form of a stripe which is narrower than the tape.

20 8. The method of claim 1, wherein

the textile tape comprises consolidated nonwoven webs consolidated optionally by overstitching with separate threads or by interlooping or water jets or needles.